

HOOPLA ASSOCIATION, INC.

The Hoopla Association, Inc. is a Salem, Oregon-based non-profit organization that is committed to operating events for local community betterment. Founded in 1999, the Hoopla Association currently is running or partnering with six great Mid-Willamette Valley events. Hoopla events not only are geared to be experientially rich for their participants, they also are volunteer-driven and as such are able to generate significant funds to give back to the community. Both objectives are important to the Hoopla Association.

Oregon National Guard Hoopla presented by Columbia Bank is the grand-daddy of all 3-on-3 basketball tournaments in Oregon. Believed to be the 2nd largest tournament of its kind in the world, ONG Hoopla is in its 17th year in 2015. The tournament features roughly 900 teams, 3,600 participants, 800 volunteers, 40,000+ spectators and one of the best imaginable venues – in the shadows of the Oregon State Capitol Building on Court, State and surrounding streets in downtown Salem.

Hoopla took over the operation of **The Bite & Brew of Salem** before the 2012 event, and has successfully re-tooled that event. Heading into its 4th year under the Hoopla Association umbrella in 2015, The Bite & Brew has become a family-friendly festival attended by more than 10,000, with an upbeat, clean vibe in Salem's expansive downtown Riverfront Park. The new and improved Bite & Brew of Salem features awesome live music all day, 15 food booths, 80 microbrews from more than 40 breweries, attractions that include a Kids' Zone, and more throughout the four-day celebration.

Last year, the Hoopla Association launched **The Salem Winter Brewfest**, a two-day event located in a heated tent structure on a lawn across from the State Capitol Building in Salem's Capitol Mall State Park. Highlighted by yet another incredible venue, the Salem Winter Brewfest in its first year enjoyed attendance of more than 2,500 folks and featured live entertainment, more than 60 different microbrews from more than 25 breweries plus many food booths as well.

The Hoopla Association also operates or is a partner in several other community efforts. The **Hoopla Fun Run presented by Salem Kroc Center** is an event entering its third year under Hoopla Association guidance in 2015 that at its peak enjoyed more than 550 participants and continues to benefit Liberty House today. In conjunction with a new partnership with Young Life of Salem, the Hoopla Association for the first time will be operating the **CT Studd Basketball Tournament benefiting Young Life** during ONG Hoopla in 2015. Lastly, the Hoopla Association anticipates providing operational support to the **Capitol City Classic presented by Adidas Basketball** to be held at Willamette University during the winter of 2015.

All told, Hoopla Association events and activities generated more than \$50,000 for Salem-area charities focused on youth activities in 2014, and since its inception the organization has given away more than \$400,000 to such worthy causes. A listing of the Hoopla Association's 2014 charitable beneficiaries is included on the page that follows.



HOOPLA ASSOCIATION, INC 2014 CHARITABLE BENEFICIARIES

High School Programs & Activities

Amity High Boys Basketball
Amity High Girls Basketball
Chemeketa Community College Women's Basketball
Dallas High Boys Basketball
Dallas High Girls Basketball
Gervais High Football
McKay High Baseball
McNary High Boys Basketball
McNary High Girls Basketball
South Salem High Lacrosse
Sprague High Boys Basketball
Sprague High Volleyball
Sprague High Water Polo
Stayton High Boys Basketball
West Salem High Boys Basketball
West Salem High Girls Basketball
West Salem High Football
West Salem High Track & Field
West Salem High Volleyball

Other Non-Profit Organizations

Camp Ohana Foundation
Hope Según Foundation
Isaac's Room (Ike Box)
Liberty House, a child-abuse assessment center
South Salem Rotary

